

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. J. Weintraub

DATE: May 11, 1988

FROM: Susan Alter

SUBJECT: RJR 'Smokeless' Consumer Research

This is to let you know of our intention to solicit consumer reaction to Reynolds' description of their 'smokeless' device.

The current plan calls for conducting mall-intercept interviews among 100 full flavor, low tar, and ultra low tar smokers in Chicago and Long Island. After exposure to the attached material, respondents will be asked a series of questions from which we hope to learn:

- How smokers perceive this device.
- What aspects of the device are most important to them.
- Are any of the perceived benefits relevant to their experience.
- What questions remain after reading the description.
- Perception of amount of smoke.
- Understanding and assumptions about "heated, not burned".
- Pre-awareness of RJR device.

Please let me know as soon as possible if our plans raise any legal concern. The test will be fielded w/o May 16.

Thank you —

Susan

SA/lc

cc: L. Suwarna

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